

**REMARKS**

Applicants respectfully request reconsideration of the present application in view of the foregoing amendments and in view of the reasons that follow.

**Status of Claims:**

No claims are currently being cancelled.

Claims 1, 8, 9, 12, 19, 20, 23, 30, 31, 34, 36 and 38-40 are currently being amended.

Claims 41-44 are currently being added.

This amendment and reply adds and amends claims in this application. A detailed listing of all claims that are, or were, in the application, irrespective of whether the claims remain under examination in the application, is presented, with an appropriate defined status identifier.

After adding and amending the claims as set forth above, claims 1, 8-12, 19-23, 30-34 and 36-44 are now pending in this application.

**Telephone Call With Examiner:**

Applicants' representative appreciates the courtesies extended to him by Examiner van Bramer, during a telephone call conducted on December 18, 2008, whereby Examiner van Bramer provided Applicants' representative with the contents of an Advisory Action that has yet to issue from the PTO from this application.

**Claim Amendments:**

As discussed during the December 18, 2008 telephone call, Examiner van Bramer stated that the preamble of the claims, which recites a sponsor, is different from the body of the claims, which recites a plurality of sponsors, and thus he did not give any patentable weight to the "plurality of sponsors" feature recited in the body of the claims. The presently pending claims have been amended so that the preamble of the claims also recites a plurality of sponsors, and so that feature is now to be given proper patentable weight.

Also, during the December 18, 2008 telephone call, Examiner van Bramer stated that the registering of advertisement data as recited in the claims was not given much weight,

since it did not recite any features of the registering process. In reply, new dependent claims 41-44 have been added to recite specific features of the registering process, whereby such features are not believed to taught of suggested by Roth's (prior art) description of storing an advertisement in a database.

With respect to other distinguishing features of the claims, please refer to the arguments provided in the reply filed on September 16, 2008.

**Conclusion:**

Applicants believe that the present application is now in condition for allowance, and an early indication of allowance is respectfully requested.

The Examiner is invited to contact the undersigned by telephone if it is felt that a telephone interview would advance the prosecution of the present application.

The Commissioner is hereby authorized to charge any additional fees which may be required regarding this application under 37 C.F.R. §§ 1.16-1.17, or credit any overpayment, to Deposit Account No. 19-0741. Should no proper payment be enclosed herewith, as by a check being in the wrong amount, unsigned, post-dated, otherwise improper or informal or even entirely missing or a credit card payment form being unsigned, providing incorrect information resulting in a rejected credit card transaction, or even entirely missing, the Commissioner is authorized to charge the unpaid amount to Deposit Account No. 19-0741. If any extensions of time are needed for timely acceptance of papers submitted herewith, Applicants hereby petition for such extension under 37 C.F.R. §1.136 and authorize payment of any such extensions fees to Deposit Account No. 19-0741.

Respectfully submitted,

Date December 22, 2008

FOLEY & LARDNER LLP  
Customer Number: 22428  
Telephone: (202) 945-6014  
Facsimile: (202) 672-5399

By Phillip J. Articola

George C. Beck  
Registration No. 38,072  
  
Phillip J. Articola  
Registration No. 38,819